

**Jami Armstrong Fullerton,
Professor and Peggy Welch Endowed Chair in Strategic
Communications**

Books

Holtzhausen, D., Fullerton, J.A., Lewis, B. H., & Shipka, D. (under contract). *Principles of Strategic Communications*. Thousand Oaks, CA: SAGE Publishing.

Fullerton, J. & Kendrick A. (2017). *Shaping International Public Opinion: A Model for Nation Branding & Public Diplomacy*. New York: Peter Lang Publishing.

Refereed Journal Articles

Abdi, K., Talebpour, M., Fullerton, J., Ranjkesh, MJ & Nooghabi, H.J. (2019 *in press*) Identifying Sports Diplomacy Resources as Soft Power Tools. *Place Branding & Public Diplomacy*.

Kendrick, A. & Fullerton, J. (2019 *in press*) Dimensions of News Media Literacy among U.S. Advertising Students. *Journal of Advertising Education*.

Abdi, K., Talebpour, M., Fullerton, J., Ranjkesh, MJ & Nooghabi, H.J. (2018). Converting sports diplomacy to diplomatic outcomes: Introducing a sports diplomacy model. *International Area Studies Review*. <https://doi.org/10.1177/2233865918808058>

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Cultural factors in tourism advertising effectiveness: Segmenting the U.S. market for Cuba. *Southwestern Mass Communications Journal*, 32(1).

Kendrick, A. & Fullerton, J. (2017). Mentors and minority advertising students: A survey of the 2017 Most Promising Multicultural Student class. *Journal of Advertising Education. Special Issue on Diversity*, 21(2), 25-32.

Fullerton J. & Kendrick A. (2017). Profiles of advertising students: Are “Creatives” different from the rest? *Journalism & Mass Communications Educator*, 72(3) 349-365.

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Diplomatic Relations and Tourism Advertising Effectiveness: U.S. travel interest to Cuba. *Journal of Marketing Communications*, 3 Aug. online first. <http://dx.doi.org/10.1080/13527266.2017.1359650>

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Attitude change among U.S. adults after the Castro-Obama announcement: The role of soft power in agenda setting. Special series on Soft Power. *Palgrave Communications* 3, Article number: 17018, doi:10.1057/palcomms.2017.18

Edward (Ted) M. Kian,
Professor and Endowed Welch-Bridgewater Chair of Sports Media

Pedersen, P.M., Laucella, P., Kian, E.M., & Geurin, A. (2016). Strategic sport communication (2nd ed.). Champaign, IL: Human Kinetics.

Kian, E.M., & Schultz, B., Clavio, G., & Sheffer, M.L. (2018). Multimedia sports journalism: A practical guide for the digital age, New York: Oxford.

Vincent, J., Harris, J., Kian, E.M., & Billings, A. C. (2018). The Isles of Wonder– a New Jerusalem? British newspaper narratives about the opening ceremony of the XXXth Olympiad. Sport in Society: Cultures, Commerce, Media, Politics. Advanced online publication. DOI: 10.1080/17430437.2018.1515203.

Cleland, J., Magrath, R., & Kian, E.M. (2018). The Internet as a site of decreasing cultural homophobia in football: An online response by fans to the coming out of Thomas Hitzlsperger. Men and Masculinities, 21(1), 91-111.

Sanderson, J., Barnes, K., Williamson, C. & Kian, E.M. (2016). ‘How could anyone have predicted that #AskJameis would go horribly wrong?’ Public relations, social media, and hashtag hijacking. Public Relations Review, 42(1), 31-37.

Kian, E.M. (2015). A case study on message board and media framing of gay male athletes on a politically liberal website. International Journal of Sport Communication, 8(4), 500-518.

Kian, E.M., Anderson, E., & Shipka, D. (2015). ‘I am happy to start the conversation’: Examining sport media framing of Jason Collins’ coming out. Sexualities, 18(5-6), 618-640.

Kian, E.M., Anderson, E., Vincent, J., & Murray, R. (2015). Sport journalists’ views on gay men in sport, society and within sport media. International Review for the Sociology of Sport, 50(8), 895-911.

Kian, E.M., Ketterer, S., Nichols, C., & Poling, J. (2014). Watchdogs of the Fourth Estate or homer journalists? Small and mid-sized newspaper coverage of local BCS college football programs. The Sport Journal, Vol. 17, first published online March 10, 2014. Available at: <http://thesportjournal.org/article/watchdogs-of-the-fourth-estate-or-homer-journalists-newspaper-coverage-of-local-bcs-collegefootball-programs/>.

Kian, E.M., Lee, J.W., Gregg, E., & Kane, J.J. (2014). Rivals.com framing of FBS-FCS football games: Immoral mismatch or just another game. Journal of Contemporary Athletics, 8(2), 75-91.

John McGuire,

Professor

Authored & Edited Books

Armfield, G.A., McGuire, J., & Earnheardt, A.C. (Eds.). (2019). *The ESPN Aftereffect: The Changing Sports Media Marketplace*. New York: Peter Lang.

McGuire, J., Armfield, G., & Earnheardt, A.C. (Eds.) (2015). *The ESPN Effect: Exploring the Worldwide Leader in Sports*. New York: Peter Lang.

Book Chapters

McGuire, J. (2019) *SportsCenter* at 40: Evolving with the times. In G. Armfield, J. McGuire, & A. Earnheardt (Eds.), *The ESPN Aftereffect: The Changing Sports Media Marketplace*. Peter Lang.

McGuire, J., & Murray, R. (2016). Attitudes of sports print journalists about developing electronic media skills: A case study of two major newspapers. Reprinted in P.M. Peterson (Ed.) *Case Studies in International Journal of Sport Communication eBook*. Champaign, IL: Human Kinetics.

McGuire, J. & Armfield G. G. (2015). In the beginning: The Rasmussens and the launch of ESPN. In J. McGuire, G.G. Armfield, & A.C. Earnheardt (Eds.), *The ESPN Effect: Exploring the Worldwide Leader in Sports* (pp. 3-10). New York: Peter Lang.

Armfield. G.G., & McGuire, J. (2015). Preface: You've come a long way baby. In J. McGuire, G.G. Armfield, & A.C. Earnheardt (Eds.), *The ESPN Effect: Exploring the Worldwide Leader in Sports* (pp. xiv-xviii). New York: Peter Lang.

Peer-Reviewed Articles

Nduka, E.L., & McGuire, J. (2017). The effective use of new media in disseminating evangelical messages among Catholic students. *Journal of Media and Religion*, 16(3), 93-102.

Armfield, G.A., & McGuire, J. (2017). Peddling the truth or coasting downhill? Lance Armstrong and the use of image repair strategies. *The Sports Journal* [online]. Available from <http://thesportjournal.org/article/coasting-downhill-or-peddling-uphill-image-repair-strategies-of-Lance-Armstrong>

Ketterer, S., McGuire, J., & Hoffman, S. (2016). Nate Silver vs. the pundits: Examining the roles of political punditry, big data and cognitive dissonance in a 2012 U.S. presidential dispute. *Southwestern Mass Communication Journal*, 32(1). Available from <http://swecjmc.wp.txstate.edu/files/2017/02/ketterer-mcguire-hoffman.pdf>

Overby, K., & McGuire, J. (2016). Contrasting male and female sports announcers during NCAA tournament games. *Journal of Sports Media*, 11(2), 87-109.

**Craig Freeman,
Associate Professor
Director (2015-present)**

Books

Goidel, K., Freeman, C. and Smentkowski, B. (2015). *Misreading the Bill of Rights: Top Ten Myths Concerning Your Rights and Liberties*. Praeger: Santa Barbara.

Refereed Publications

Goidel, K., Smentkowski, B., & Freeman, C. (2016). Perceptions of Threat to Religious Liberty. *PS: Political Science & Politics*, 49(03), 426-432.

Professional Publications

Goidel, K., Smentkowski, B., Freeman, C. (2017, January 30). "Claiming Voter Fraud to Limit Voter Turnout." *Huffington Post*.

Freeman, C. & Goidel, K. (2017, January 27). "How Journalists Should Act in the Age of Alternative Facts." *Huffington Post*.

**Jack Hodgson,
Associate Professor**

Conference Presentation

"US-Central Asia Educational Initiatives and Media Exchanges: a Personal Experience," Part of a panel discussion, "Post-Independence Media in Central Asia: Realities, Hopes, Achievements." Central Eurasia Study Society annual conference, Princeton University, 6 November 2016.

Stan Ketterer, Associate Professor

Peer-Reviewed Articles

Ketterer, S., McGuire, & Murray, R. (2019) "The price of outsourcing: A content analysis of the effects of early deadlines on the sports section of *The Oklahoman*" is scheduled for publication in the Winter 2019 edition of the *Newspaper Research Journal*.

Craig, D., Ketterer, S., & Mohammed, Y. (2017) To post or not to post: Ethical considerations in using gun permit data online. *Journalism and Mass Communication Quarterly* 94.1: 168-188. (Top journal in our field.)

Ketterer, S., McGuire, J. & Hoffman, S. (2016) Nate Silver vs. the pundits: Examining the roles of political punditry, Big Data and cognitive dissonance in a 2012 U.S. presidential election dispute. *Southwestern Mass Communication Journal*, Fall 2016 (V. 32, No. 1). Available from <http://swecjmc.wp.txstate.edu/fall-2016/>

McGuire, J., Murray, R., & Ketterer, S. (2015). Sports department vs. news department: Editorial control in television newsrooms. *The Sport Journal* [online]. Available from <http://thesportjournal.org/article/sports-department-vs-news-department-editorial-control-in-television-newsrooms>.

Kian, E.M., Ketterer, S., Nichols, C., & Poling, J. (2014). Watchdogs of the Fourth Estate or homer journalists? Small and mid-sized newspaper coverage of local BCS college football programs. *The Sport Journal*. Available at: <http://thesportjournal.org/article/watchdogs-of-the-fourth-estate-or-homer-journalists-newspaper-coverage-of-local-bcs-college-football-programs>.

Ketterer, S., McGuire, J., and Murray, R. (1 April 2013). Contrasting Desired Sports Journalism Skills in a Converged Media Environment. *Communication & Sport*. doi:10.1177/2167479513482118.

Peer-Reviewed Conference Papers

"An Examination of the Attitudes and Practices of Mass Communication Programs Regarding Unpaid Student Internships" with Joey Senat and John McGuire was presented at the March 2017 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman. It received the **Top Abstract Award** in the Media Management, Economics & Entrepreneurship Division.

"The Price of Outsourcing: A Case Study of the Effects of Early Deadlines on the Sports Section in *The Oklahoman*" with John McGuire and Ray Murray was presented at the March 2017 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“To Post or Not to Post: Ethical Considerations in Using Gun Permit Data Online” with David Craig and Yousuf Mohammed of the University of Oklahoma was presented in August 2014 national convention of the Association for Education in Journalism and Mass Communication in Toronto. The paper won the **Top Faulty Paper Award** in the Media Ethics Division.

“Watchdogs of the Fourth Estate or Homer Journalists? Local Newspaper Coverage of Marquee College Football Programs” with Ted Kian, Joey Senat and James Pohling was presented in March 2013 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

**Bobbi Kay Lewis,
Associate Professor
Assistant Dean (2015-present)**

Books

Holtzhausen, D., Fullerton, J.A., Lewis, B. H., & Shipka, D. (under contract). *Principles of Strategic Communications*. Thousand Oaks, CA: SAGE Publishing.

Refereed Publications

Lewis, B.K. & Nichols, C. (2016). “Social media and strategic communication: A three-year study of attitudes and perceptions about social media among college students” *Public Relations Journal*, Vol. 10, No. 1.

Nichols, C., Lewis, B. K. & Shreves, M.K (2015). “Fatties Get a Room!” An examination of humor, imagery, and stereotyping in Mike & Molly. *Journal of Entertainment and Media Studies*, 1(1), 99-126.

Book Chapters

Nichols, C. & Lewis, B. K. (2017, March). “An Examination of Prosocial and Antisocial Behavior Exhibited through Cyber-bullying and Affirmative Behaviors” In K. Burns (Ed), *Social Media: A Reference Handbook*. ALB-CLIO.

Lewis, B. K. & Nichols, C. (2014). “Strategic Communication: The role of social media in developing community” In D. Holtzhausen & A. Zerfass (Eds.), *The Routledge Handbook of Strategic Communication* (pp. 545-560). New York: Routledge.

Peer-Reviewed Conference Papers

“The “They” in Cyberbullying: Examining Empathy and Third-Person Effects in Cyberbullying of Young Adults” with Cynthia Nichols presented August 2015 at the Association for Education in Journalism and Mass Communication Annual Conference in San Francisco, CA.

“A Lifetime of Innovation: An Experiment in Educating and Engaging Rural, Urban and Underrepresented Children in Science, Technology, Engineering & Math (STEM) Through Strategic Communication” with Cynthia Nichols presented March 2015 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Social Media and Strategic Communication: A four-year study of attitudes and perceptions about social media among college students” with Cynthia Nichols presented March 2014 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

Lori McKinnon, Associate Professor

Refereed Publications

Kim, K. & McKinnon, L. M. (2018). Framing Financial Advertising: Message Effectiveness in Intertemporal Choice. Journal of Marketing Communications, DOI: <https://doi.org/10.1080/13527266.2018.1476400>.

Nichols, C., McKinnon, L.M., & Geary, A. (2016). Rumor Has It: Examining the Effects of Facebook Addiction on Political Knowledge Gullibility. The Journal of Social Media in Society, 5 (1), 229-264.

Fullerton, J. A. & McKinnon, L. M. (2015). U.S. Public Relation Students’ Perceptions of PR: What College Students Think About PR Education and the PR Profession. Public Relations Journal, 9(2), <http://www.prsa.org/Intelligence/PRJournal/Vol9/No2/>

Fullerton, J., McKinnon, L. M. & Kendrick, A. (2014). A Comparison of Advertising and Public Relation Students on Ethics: Attitudes and Predicted Behavior. Southwestern Mass Communications Journal, 30(2).

McKinnon, L. M. & Fullerton, J. (2014). Public Relations Students’ Ethics: An Examination of Attitude and Intended Behaviors. Teaching PR Monographs, 90, <http://www.aejmc.us/PR/tpr/tpr90su14.pdf>.

Fullerton, J. A. and McKinnon, L. M. (2014). What college students think about PR Education and the PR Profession. Public Relations Review, Research in Brief.

Fullerton, J. A., Kendrick, A., and McKinnon, L. M. (2013). Advertising Ethics: Student Attitudes and Behavioral Intent. Journalism and Mass Communication Educator, 68(1), 33-48, DOI: <http://dx.doi.org/10.1177/1077695812472894>.

Invited Book Chapters and Contributions

Fullerton, J. A., Kendrick, A., & McKinnon, L. M. (2018), Public Relations' Students Media Literacy: A Multi-Measure Examination of Attitudes and Aptitudes. Completed chapter for inclusion in the forthcoming book on Fake News to fulfill required collaterals for the Page Legacy Scholar Grant.

McKinnon, L. M. & Nichols, C. (2015). Ch. 7: Measurement in De. Sloan and S. Zhu (Eds.), Research Methods in Mass Communication, 2nd ed., pp. 93-106. Tuscaloosa, AL: Vision Press.

Convention Presentations

Kim, K. & McKinnon, L. M. (2016, August). Framing Financial Retirement Advertising: The Effectiveness of Intertemporal Choice. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Raymond Murray, Associate Professor

Peer-Reviewed Publications

Ketterer, S., McGuire, J. & Murray, R., The Price of Outsourcing: A Content Analysis of the Effects of Early Deadlines on the Sports Sections in The Oklahoman, *Newspaper Research Journal*, Winter 2019 40 (1).

McGuire, J., & Murray, R., New Work Demands Create Inequality for Sports Journalists, *Newspaper Research Journal*, Winter 2016 37(1), pp. 58-69; doi: 10.1177/0739532916634648

Kian, E.M., Anderson, E., Vincent, J., & Murray, R. (2015). Sport journalists' views on gay men in sport, society and within sport media. *International Review for the Sociology of Sport*, 50(8), 895-911. Advanced online publication. October 2, 2013: doi: 10.1177/1012690213504101. Published by Sage. One of top three sport sociology journals. 2012 impact factor of 1.341.

McGuire, J., Murray, R., & Ketterer, S. (2015). Sports department vs. news department: Editorial control in television newsrooms. *The Sports Journal*.

Kian, E.M., & Murray, R. (2014). Curmudgeons but yet adapters: Impact of Web 2.0 and Twitter on newspaper sport journalists' jobs, responsibilities, and routines. #ISOJ (the official, refereed journal of the International Symposium for Online Journalism), 4(1), 61-77.

* This research led to an external article on the study published by the Nieman Journalism Lab at Harvard University.

Murray, R. (2013) Keeping the Paparazzi and Arm's Length Away. *The Journal of Popular Culture*, 6(4), pp. 868-885. Impact factor of .063.

Ketterer, S., McGuire, J., & Murray, R. (2013). Contrasting Desired Sports Journalism Skills in a Convergent Media Environment. *Communication & Sport*. 1-17.
DOI:10.1177/2167479513482118

McGuire, J., & Murray, R. (2013). Attitudes of Sport Print Journalists about Developing Electronic Media Skills: A Case Study of Two Major Newspapers. *International Journal of Sport Communication*. 6 464-477

Book Chapter

John McGuire and Ray Murray (2016). Attitudes of Sport Print Journalists About Developing Electronic Media Skills: A Case Study of Two Major Newspapers. Reprinted in P.M. Pedersen (Ed.), *Case Studies in International Journal of Sport Communication eBook*. Champaign, IL: Human Kinetics.

Book Chapter Contribution

Edward Kian, Bradley Schultz, Galen Clavio and Mary Lou Sheffer (2018). *Multimedia Sports Journalism; A Practitioner's Guide for the Digital Age*. Oxford University Press. Contributed to Chapter 5.

Cynthia Nichols, Associate Professor (2013 – 2017) Accepted/Published Journal Entries

Lewis, B. K. & Nichols, C. (2016). Social media and strategic communication: A three-year study of attitudes and perceptions about social media among college students. *Public Relations Review*, 10 (1), 1-25. Available at <http://www.prsa.org/Intelligence/PRJournal/past-editions/Vol10/No1/Lewis.pdf>.

Nichols, C., McKinnon, L. & Geary, A. (2016). Rumor has it: Examining the effects of Facebook Addiction on Political Knowledge and Rumor Gullibility. *Journal of Social Media in Society*, 5(1), 229-264.

Garcia, A. & Nichols, C. (2016). The Effect of Acculturation on the Language of Advertising Among Hispanics. *Hispanic Journal of Behavioral Sciences*, 39, 1-21.

Murray, C. & **Nichols, C.** (2015). The Case Study for Hip Hop Music and Children's Educational Television Viewing. *Journal of Hip Hop Studies*, 2(1), 38-64.

Nichols, C., Lewis, B. K., & Shreves, M.K. (2015). "Fatties Get a Room!" An examination of humor, imagery, and stereotyping in Mike & Molly. *Journal of Entertainment and Media Studies*. 1(1), 99-126.

Kian, E.M., Ketterer, S., **Nichols, C.**, & Poling, J. (2014). Watchdogs of the Fourth Estate or homer journalists? Small and mid-sized newspaper coverage of local BCS college football programs. *The Sport Journal*, Vol. 17, first published online March 10, 2014. Available at: <http://thesportjournal.org/article/watchdogs-of-the-fourth-estate-or-homer-journalists-newspaper-coverage-of-local-bcs-college-football-programs>

Accepted/Published Book Chapters

McKinnon, L. & **Nichols, C.** (2015). Chapter 7: Measurement. In S. Zhou & W. D. Sloan (Eds.), *Research Methods in Communication*, 3rd ed. (pp 93-106). Northport, AL: Vision Press

Nichols, C. & McKenzie, C. T. (2014). Celebrity persuasion in the political arena: A study of message effects on voter opinion. In J Zenor (Ed), *Parasocial Politics: Audience Readings of Cultural Politics in Pop Culture* (pp 45-62), Lanham, MD: Lexington.

Lewis, B. K. & **Nichols, C.** (2014). "Strategic Communication: The role of social media in developing community" In D. Holtzhausen & A. Zerfass (Eds.), *The Routledge Handbook of Strategic Communication* (pp. 545-560). New York: Routledge.

Accepted/Published Invited Articles

Nichols, C. (2014). Cases & Commentaries: Responsibility Thwarted. *Journal of Mass Media Ethics*, 29, 273-294.

Joey Senat, Associate Professor

Books

Senat, J. (2018) *Our Right to Know in Oklahoma*. Stillwater, OK: New Forums Press.

Senat, J. (9th ed. 2018) *Mass Communication Law in Oklahoma*. Stillwater, OK: New Forums Press (previous editions in 2016, 2014, 2007, 2005, 2003, August 2002 and January 2002).

Book Chapter

Joey Senat, *Public Access and Informational Privacy in Electronic Government Databases*, in *Transparency 2.0*, 36-50 (Charles Davis and David Cuillier, eds., Peter Lang Press, 2014).

Refereed Journal Article

Senat, J. *Whose Business Is It: Is Public Business Conducted on Officials' Personal Electronic Devices Subject to State Open Records Laws?* 19(3) *Comm'n L. & Pol'y* 293-326 (Summer 2014).

Invited Articles for Professional Publications

FOI in Indian Country, *Quill: A Magazine by the Society of Professional Journalists* (July/August 2015, Vol. 103, No. 4): 36.

Clarifying the Clery Act on campus crime, *Quill: A Magazine by the Society of Professional Journalists* (May/June 2013, Vol. 101, No. 3): 27.

Open Records & Open Meeting acts 'for the public,' Guest Blog, NonDoc, March 18, 2016, <http://nondoc.com/2016/03/18/open-records-open-meeting-acts-for-the-public/>.

OSU wisely avoids Open Records Act violation, *The Daily O'Collegian* (Stillwater, Okla.), April 29, 2013, at 4 (Opinion Page).

Policy would force faculty lawsuits, *The Daily O'Collegian* (Stillwater, Okla.), Feb. 11, 2013, at 4 (Opinion Page).

Refereed Paper Presentations

Senat, J., Ketterer, S. & McGuire, J. *An Examination of the Attitudes and Practices of Mass Communication Programs Regarding Unpaid Student Internships*, AEJMC Midwinter, Norman, Okla.: March 4, 2017.

Daniel Shipka, Associate Professor

Books

Shipka, Danny, and Ralph Beliveau ed: *Global Terror: International Horror Film Directors*. Intellect Press. Distribution University of Chicago Press. Dec. 2016

Book Chapters

Shipka, Danny. Public Relations. In *Communicating across Disciplines*. Ed. Bryan Carr. Kendall Hunt Publishing. Feb. 2016

Journal Articles

McElroy, Kathleen and **Shipka, Danny**. I Give the Civil Rights 4-Stars: Film Critics and the Re-imagining of the Civil Rights Movement. Journalism Practices Routledge. New York. 11, Nov. 2015

Kian, Ted., Anderson, E., & **Shipka, Danny**. 'I am happy to start the conversation': Examining sport media framing of Jason Collins's coming out. Sexualities. Jan. 27, 2015

Refereed Conference Papers and Panels

Shipka, Danny. The "Deplorables" of the 1970's: George Romero and The Crazies. Popular Culture Association conference. Accepted for March 2018

Trent, Amber Rae and **Shipka, Danny**. Modernist Interpretations of the Nazi Regime via German Film. AEJMC Midwinter. March 2016

McElroy, Katherine and **Shipka, Danny**, I Give the Civil Rights 4-Stars: Film Critics and the Re-imagining of the Civil Rights Movement. AEJMC, San Francisco. Aug. 2015

Shipka, Danny. The Day the Grindhouse Died: The Shift from Public Viewing to Private Pleasure, AEJMC Midwinter. March 2015

Shipka, Danny. Opening the World: How to Inspire Rural Students to Learn Abroad. Panel Presentation. Hawaii International Conference on Arts & Humanities. Honolulu Hawaii, January 2014

Shipka, Danny and Steve Smethers. I Did it Myself: Pinterest and the Evolution of DIY Communities. AEJMC Conference. Washington DC, August 2013

Clara Mikyeung Bae, Assistant Professor (August 2017 – Present)

Peer-Reviewed Journal Articles

Bae, M. (in press) Attention grabbing power of branded vs. unbranded packaging. *Journal of Promotion Management*.

Bae, M. (2018) Influences of identified victim images on processing fluency. *Journal of Nonprofit & Public Sector Marketing*. Published online.

Bae, M. (2018) Overcoming skepticism toward cause-related marketing claims: The role of consumers' attribution and a temporary state of skepticism. *Journal of Consumer Marketing*, 35(2), 194-207.

Bae, M. (2018) Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention. *Computers in Human Behavior*, 79, 137-153.

Bae, M. (2017) Matching cause-related marketing (CRM) campaign to culture: The moderating role of information processing style and skepticism. *Asian Journal of Communication*. Published online.

Peer-Reviewed Conference Papers

Bae, M. (2019). The impact of message concreteness and level of mental construal on consumer response to cause-related marketing claims. American Academy of Advertising (AAA), Dallas, TX.

Batala, B., **Bae, M.**, & Miao, L. (2019). Visual attention on menu: The role of familiarity and food neophobia. Graduate Conference in Tourism and Hospitality, Houston, TX.

Bae, M., Behe, B. K. (2017). Influences of identified victim images on processing fluency. International Association of Packaging Research Institutes (IAPRI), Lausanne, Switzerland.

Asya Cooley, Lecturer (August 2017 – December 2018) Assistant Professor (January 2019 – Present)

Peer-Reviewed Journal Articles

Cooley, A.B. (2017). Educational Philanthropy: What are the Predictors? *Journal of Education Advancement and Marketing*, 2(1), 46-56.

Cooley, A.B. (2017). Examining Development of E-government in Russia and China: A Comparative Approach. *International Journal of Public Administration*, 1-10.

Peer-Reviewed Conference Presentations

Loehwing, M., Cooley, S.C., Shoup, B., & Cooley, A.B. (2018, November). *Teaching Public Deliberation through Role-Playing Games*. Short course presented at the National Communication Association (NCA) Annual Convention, Salt Lake City, UT.

Cooley, A.B. (2018, September). *Who Does it Best? Towards Understanding Virtual Accountability in Public, Nonprofit and Private Organizations*. Paper presented at the Southeastern Conference for Public Administration (SECoPA), Birmingham, AL.

Cooley, A.B. (2017, October). *Facing the Blank Canvas: Towards the Ideal and Pragmatic Models of State*. Paper presented at the Southeastern Conference for Public Administration (SECoPA), Hollywood, FL.

Cooley, A.B. (2017, October). *Public and Nonprofit Work Motivation: Exploring Intrinsic-Extrinsic Dichotomy*. Paper presented at the Southeastern Conference for Public Administration (SECoPA), Hollywood, FL.

Research Grant

Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, “Global Narratives on the Future of Competition & Conflict: A Media Ecology and Strategic Assessment.” \$90,000 (November 2018-August 2019).

Skye Cooley, Assistant Professor (August 2017 – Present)

Research Support

Co-PI, Department of Homeland Security, “Motivations & Perspectives of Northern Triangle Migration to the United States: Narrative Analysis of Central American Media.” \$32,643 (January 2019-June 2019)

PI, Department of Homeland Security, Strategic Multi-Layer Assessment, “Global Narratives on the Future of Competition & Conflict: A Media Ecology and Strategic Assessment.” \$90,000 (November 2018-August 2019).

Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, “Global Media Monitoring on DPRK and Afghanistan.” \$65,000 (July 2018-June 2019).

Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, “Global Media Messages about Space.” \$48,358 (August 2017-May 2018).

Peer-Review Journal Articles

Kluser, R., Cooley, S.C., & Hinck, R. (2018). Contesting strategic narratives in a global context: The world watches the 2016 U.S. election. *International Journal of Press/Politics*, July, 1-23. <https://doi.org/10.1177/1940161218786426>

Hinck, R., Kluser, R. & Cooley, S.C. (2018). Russia re-envision the world: strategic narratives in Russian broadcast and news media during 2015. *Russian Journal of Communication*, 10(1), 21-37. <https://doi.org/10.1080/19409419.2017.1421096>

Cooley, S. C., and Stokes, E. C. (2018). Manufacturing resilience: An analysis of broadcast and web-based news presentations of the 2014-2015 Russian economic downturn. *Global Media and Communication*, 14(1), 123-139.

Damm, E., & Cooley, S.C. (2017). Resurrection of the Russian Orthodox Church: Narrative analysis of the Russian national myth. *Social Science Quarterly*, 98(3), 942-957.

Academic Conference Presentations

Cooley, S.C., Loehwing, M., & Shoup, B. (2018). Deliberative Play: Developing Civic Trust and Communicative Abilities through Collaborative Gaming. Political Communication Division. *National Communication Association 104th Annual Convention*. November 9-11. Salt Lake City, Utah.

Loehwing, M., Cooley, S.C., Cooley, A., Shoup, B. (2018). Sc19: Teaching Public Deliberation through Role-Playing Games. Short Courses. *National Communication Association 104th Annual Convention*. November 9-11. Salt Lake City, Utah.

Jared Johnson, Assistant Professor (August 2014 – Present)

Refereed Journal Articles

Johnson, J. L. (in press). News Consumption in the case of the Garifuna people: Reaching the audience or not?. *Electronic News Journal*.

Johnson, J. L. (2015). Media in the Margins: The Garifuna Response to Social Media. *Journal of Social Media in Society*

Johnson, J. L., & West, A. (2015). Local programming trends in Chile: Does programming meet audience demands? *International Communication Research Journal*.

Johnson, J. L., & Callahan, C. (2013). Minority cultures and social media: Magnifying Garifuna. *Journal of Intercultural Communication*.

Academic Book Chapters

Johnson, J.L. (in press). Creation of The Longhorn Network: Shadow of a Dying Business Model. *The ESPN Aftereffect and the Changing Sports Media Marketplace*.

Peer-Reviewed Creative Works

Johnson, J.L. (2017). "The Dream Investment." This is a long-form journalism piece/documentary about Emmanuel Ogbah, and athlete from Nigeria whose motto has been to keep clean, stay out of trouble and work hard. It is an example that this type of

effort is an investment into an athlete's future. It follows Ogbah through training for the 2016 NFL Draft, resulting in his selection in the second round.

Conference Presentations

Armfield, G., McGuire, J., Murray, R., & Johnson, J. (2018, April). A framing analysis of NFL draft coverage: Which position has the most intelligent athletes according to media personalities? Presented at the 11th Summit on Communication and Sport, Bloomington, IN.

Randle, Q., Johnson, J. (2018) "Prosodic elements for content delivery in broadcast journalism: A quantitative study of vocal pitch. Presented at National Communication Association. Currently revising for publication in Electronic News.

Kenneth Kim, Assistant Professor (2013-2014)

Refereed Journals:

Park, J., Ju, I., & Kim, K. E. (2013). Direct-to-consumer antidepressant advertising and consumers' optimistic bias about the future risk of depression: The moderating role of advertising skepticism. *Health Communication*.

Convention Papers:

Kim, K. E. & Kim, C. (2013). "An Experimental Investigation of News Frames and the Hostile Media Effect." Paper presented to Journalism Studies Division at the annual conference of the International Communication Association, London, UK, June 17 – 21, 2013

Kim, K. E., & McGuire, J. (2013). "The Hostile Media Phenomenon: Sports Fanship and Perceptions of Sports Media Bias." Paper presented at the Summit on Communication and Sport, Austin, TX, February 22 – 23, 2013 (Distinguished Paper)

Kim, C., & Kim, K. E. (2013). "The Role of Emotions in the Hostile Media Effect: Testing the Mediation Function of Emotions." Paper presented for presentation to Political communication Division at the annual conference of the International Communication Association, London, UK, June 17 – 21, 2013

Kathleen McElroy, Assistant Professor (2014-2015)

Academic Peer-Reviewed Publications

McElroy, K. (2015). Remembering Mayberry in white and black: The Andy Griffith Show's construction of the South. *Memory Studies* 8(4).

McElroy, K. (2015). Gold medals, Black Twitter and Not-so-good hair: Framing the Gabby Douglas controversy. *#ISOJ Journal*.

McElroy, K. (2014). "Basket Case": Framing the intersection of Linsanity and Blackness. *Howard Journal of Communications*, 25 (4). Published online, October 22, 2014.

Academic Peer-Reviewed Papers and Presentations

McElroy, K. (2015). Gold medals, Black Twitter and Not-so-good hair: Framing the Gabby Douglas controversy. ISOJ Conference. Austin, Texas.

Coleman, R., Lee, J.Y., Yashur, A., Meader, A., & McElroy, K. (2014). Why be a journalist? Students' motivations and role conceptions in the new age of journalism. 2014 Laurence R. Campbell Research Award for Top Faculty Paper, 2014 Association for Education in Journalism and Mass Communication Conference, Montreal.

McElroy, K. & Hilton, A. (2014). "Black Girls in Search of (140) Characters." Panelists: What it Means to be a Woman Online, Sixteenth Biennial Rhetoric Society of America Conference, San Antonio.

McElroy, K. (2013). "Basket Case": Framing Linsanity and Blackness," Third place, student paper award, Minorities and Communication Division. 2013 Association for Education in Journalism and Mass Communication Conference, Washington.

McElroy, K. & Lee, N.Y. (2013). "Are Online Comments Good for You? Health Journalism and Its Readers." Communicating Science, Health Environment and Risk Division. 2013 AEJMC Conference, Washington.

Hillary Speed, Assistant Professor of Professional Practice

Published Work

"In Western North Carolina: Do Go Chasing Waterfalls," Associated Press, June 25, 2018

"Back to School: busy season for networks of online shoppers," Associated Press, Aug. 10, 2015

“8 Rules Every Grandparent Should Learn,” WhatToExpect.com June 23, 2015

“What They REALLY Need to Invent for Babies, According to a Baby,” WhatToExpect.com June 15, 2015

“The Children’s Menu to Beat All Children’s Menus,” WhatToExpect.com May 4, 2015

“15 Mommy Milestones They Don’t Tell You About,” WhatToExpect.com, Dec. 16, 2014 (2,000 shares)

“Why Your Due Date Is Great,” WhatToExpect.com, May 29, 2014

“Grieving moms create living tributes to their children,” Associated Press, Nov. 19, 2013

“Great creative with place cards, escort cards,” Associated Press, June 26, 2013

“Travel spotlight: Tulsa, Oklahoma’s art deco style, music and more,” Associated Press, March 4, 2013

Max Andrews, Lecturer (August 2016 – Present)

Conference Presentation

“A La Carte Cable Pricing and the Future of Broadcast Television,” invited presentation to Broadcast Education Association at the National Association of Broadcasters, Las Vegas, NV, April 2016. Placed second in national competition.